

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

September 18, 2008

**Holiday Inn Capitol Plaza
300 J Street
John Q Ballroom, 16th Floor
Sacramento, CA 95814**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Vice Chair David Kears called the meeting to order.

Commissioners Present: David Kears, Vice Chair
Don Attore
Carla Dartis
Maria Minon, M.D.
Molly Munger
Eleni Tsakopoulos-Kounalakis

Ex Officio Member Present: Diane Levin

Ex Officio Member Absent: Joe Munso

Vice Chair Kears welcomed commission members. He expressed concern regarding the State budget situation. He stated that during this difficult time, it is imperative for First 5 to stay focused on the population it serves and work together to ensure services are provided to those who depend upon them the most.

Hector Ramirez resigned from his position as Chair of the Commission to accept a position in the State of New York at the Northeast Parent and Child Society as Senior Executive Vice President and Chief Operating Officer. Vice Chair Kears publicly thanked Commissioner Ramirez for his leadership and outstanding commitment to be inclusive and taking a participatory approach to improve services for children 0 to 5 and their families.

As Vice Chair of the Commission, David Kears will preside over commission meetings until the Governor fills that position.

Agenda Item 2 – Executive Director’s Report

Kris Perry, Executive Director, provided an update and reported on the following items:

Announcements

Ms. Perry acknowledged Hector Ramirez for his valuable work and outstanding contribution to the Commission and California’s youngest children. Ms. Perry wished Commissioner Ramirez well in his new position.

Diane Levin was appointed Chief Deputy Director of First 5 California. Ms. Levin currently serves as ex-officio Commissioner for the Secretary of Education. She has had a remarkable career as a teacher, administrator, policy expert and education leader for more than 25 years and begins her new post on October 1, 2008.

David Long resigned from his position as Secretary of Education. Ms. Perry acknowledged David Long as an Ex-Officio Commission member and a 40-year veteran working in and around public education.

Legislation and Advocacy

The Legislature passed a compromise budget, which does not include going back to the ballot to make changes to Proposition 10. However, the plan also does not include all of the budget reforms requested by the Governor. If the Governor vetoes the budget, legislators could override his veto with a 2/3 vote, which may then result in the Governor vetoing over 800 bills.

Ms. Perry commended everyone for their efforts to educate legislators and stakeholders about the effectiveness and successful outcomes of the First 5 movement and the important role it plays in California as a resource for children 0 to 5 and their families.

Public Education and Outreach

Ms. Perry made three television appearances on *KCRA-3's My 58* as part of First 5 California's new monthly partnership with the station's morning show. "First 5's Top 5" segments are posted on First 5 California's Web site.

Sid the Science Kid premiered nationwide on September 1, 2008, during the morning prime time hours on PBSKIDS. KCET and The Henson Company secured additional funding in the amount of \$3.2 million from Boeing, \$250,000 from the Arthur Vining Davis Foundations, and the remaining \$3 million from corporate funding. Several official premier events occurred during August to highlight the series launch.

First 5 California is now on Facebook, the No. 1 most-trafficked social networking Web site and fourth most-trafficked site in the world. Facebook is a free social network that allows users to create a profile page and forge online connections with other users. It provides a great platform to share First 5 news, photos and details on upcoming events. Now all 90 million Facebook members can view First 5's profile page, including our "For the Children" video, photos from past events, information on the *Kit for New Parents*, upcoming tour stops for the Hands-on Health van and the Chef LaLa recipe booklet.

Ms. Perry announced the launch of First 5 California's Communications Technical Assistance Web site created for county commissions to assist with local outreach efforts.

Prevention and Outreach

Phase 5 of the Hands-on Health mobile van tour wrapped up in June 2008, with visits to more than two dozen counties, reaching roughly 60,000 Californians in a two-month period. Phase 6 began in late July 2008 with a nutrition-themed tour.

Handouts for parents visiting the van were added to help promote *Sid the Science Kid*. On future tours, First 5 hopes to leverage its partnership with *Sid* to spread educational messages to California families and to further promote the show.

To continue the positive momentum of our APIA childhood obesity prevention campaign, First 5 will distribute flyers on nutrition in Chinese, Korean and Vietnamese to preschools and daycare centers that primarily serve APIA children.

Because a recent U.S. Census report shows that African American children are more likely to live with grandparents than any other ethnic group, First 5 submitted an article to African American newspapers across California highlighting specific resources available to grandparents and other caregivers who help raise young children.

First 5 continues to secure and coordinate *Univision* segments to reach Spanish-speaking families. Segments appeared on *Univision San Diego* and *Univision Los Angeles* focusing on the importance of immunizations. Further, a *Univision Fresno* piece highlighted First 5 Madera's Family Resource Center Initiative.

First 5 California secured a feature on the popular Web site *AOL Latino* highlighting First 5's upcoming recipe booklet with Chef LaLa. *AOL Latino* reaches nearly 40,000 viewers per month.

Research and Evaluation

First 5 California conducted a mail survey of current and former CARES participants. Survey outcome data found that new Round 4 participants are more satisfied with CARES, attribute more benefits and career advancements to CARES, and are more likely to continue participation in the program than respondents from Round 3.

Overall, Latino participants expressed the greatest level of satisfaction and attributed the greatest program benefits and career advancement to CARES. While the survey confirms previous studies indicating those most likely to remain in the field have lower levels of educational attainment, it also tells us that CARES supports those most in need of additional education.

Program Management

First 5 California will soon release a progress report on its Power of Preschool (PoP) Demonstration Program. Since PoP is at the midway point of its five-year funding cycle, policymakers, early childhood education practitioners and advocates expressed interest in knowing more about the current status of PoP.

The progress report provides a snapshot of program implementation and captures program data and practices from the nine participating counties: Los Angeles, Merced, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Ventura and Yolo. The report includes PoP's statewide program profile, individual county program profiles, evaluation, county and state lessons learned, along with conclusions and next steps.

Ms. Perry thanked the nine participating county commissions for providing valuable input and data that helped First 5 create the report.

Corporate Sponsorships

In July 2008, First 5 California and several county commissions partnered with Mervyns for in-store events to assist and provide underserved children with free and discounted back-to-school clothes and backpacks. Some stores also featured mini-health fairs.

In August 2008, First 5 California hosted a reunion meeting for the delegates from the April 2008 Midwest Trip in order to leverage lessons learned, share key take-away messages and discuss next steps in California that focus on practice, policy and research to support and increase investments in evidence-based services for kids 0 to 5.

Ms. Perry is scheduled to join 15-20 elected state leaders, as well as early childhood education leaders, on a trip in November 2008 to New Jersey, to observe and learn from that state's preschool reforms.

Finance and Administration

First 5 California released a Request for Proposal to secure media advertising services. Upon completing the proposal evaluation process, First 5 posted the Intent to Award notifying all bidders that Fraser Communications, Inc. was awarded the contract with the highest scoring and best value proposal. An unsuccessful bidder has protested, triggering a hearing process through the Department of General Services. However, the hearing is stalled pending passage of the State Budget as hearing officers are contract employees. Therefore, at this time, First 5 cannot anticipate when the protest will be resolved or when an executed contract will be in place.

The Department of Finance is conducting First 5 California's annual audit of its financial records. The internal control audit protocols have been expanded to include meetings and interviews with Ms. Perry and Vice Chair Kears. The focus of the discussion included funding approval authority, delegation of authority, separation of duties, policies and procedures and general administrative oversight. The audit due date is November 1, 2008. The State Commission's review and discussion of the Fiscal Year 2007-08 audit will occur at the January Commission meeting.

Upcoming Events

First 5 California's Special Needs Project is sponsoring a symposium on October 28-29, 2008, to provide participants a framework for organizational change and systems transition. This will be the first part of a two-part symposium entitled "From Research to Implementation and Sustainability" and will feature Dr. Dean Fixsen, a national expert on program development and sustainability. The second half will take place in the spring of 2009. All county commissions are invited to the event, as well as other state agencies that participate in the State Screening Collaborative.

On December 4, 2008, First 5 California will sponsor a Pre-Conference session at Zero to Three's National Training Institute. It will consist of speakers and panel discussions highlighting national and local birth-to-five systems-building efforts.

In April 2009, First 5 California will hold its 2009 Annual Statewide Conference at the Hyatt Regency Hotel in San Francisco. The Pre-conference Institute takes place April 14, while the main conference sessions run from April 15-16. Pre-registration materials and the preliminary program agenda will be available in January 2009.

Ms. Perry announced that the Consent Calendar includes approval for the cancellation of the November Commission meeting. In its place, several Commissioners have committed to an educational visit to Sonoma County on November 20 to see First 5-funded programs and meet with local commissioners. Quarterly meetings will commence at the beginning of next year.

DISCUSSION: Commissioner Dartis asked how the CARES program changed between Rounds 3 and 4 to increase participant satisfaction. Sarah Neville-Morgan, Deputy Director of Program Management, stated that the program moved from rewarding professional development hours to rewarding units. The program also increased the number of tracks to include support for informal caregivers and added a track to support professionals who can serve as mentors and teachers.

Commissioner Dartis asked what impact the protest over the advertising contract will have on the Commission's on-going education and outreach efforts. Ms. Perry explained that current outreach work is included in the contract with The Rogers Group and will not be affected. It is only the social marketing campaign that will remain on hold until the contract is resolved.

Commissioner Tsakopoulos-Kounalakis thanked Ms. Perry for including fiscal information in her report. She commented that fiscal information helps to show the effectiveness of using tax dollars as seed money, which attracts private sector funding and services as an affirmation of the work of the Commission.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Sherry Novick, Executive Director of the First 5 Association, provided an update on Association activities:

- In 2008, the Association focused primarily on reaching out to individual members of the Legislature to provide information on how Proposition 10 revenues serve constituents in their districts. To accomplish this objective, the Association worked with county allies through CSAC and its affiliated organizations, and coordinated support from stakeholders in the health, early education, and family support communities.
- Association members expect to continue their efforts to inform and educate policymakers regarding the importance of First 5 investments, particularly because many newly elected members will join the Legislature in 2009.
- In an effort to address cash flow issues in the State, the Legislature made significant amendments to budget trailer language in AB 1389 that authorizes the State Controller's Office to borrow money from Proposition 10 and Proposition 63 revenues, providing that transfers do not interfere with the objectives of the propositions.
- Ms. Novick reported on the Indigenous Communities Learning Exchange, a new project that brings together commission and local partners who serve non-Spanish speaking migrant populations.
- A planning process has been completed for the new First 5 Oral Health Network. The Association is working closely with the California Dental Association Foundation to look at best practices, share experiences and look at ways to display what is happening at the local level as there is no other funding source.
- The Early Childhood Mental Health project is developing policy recommendations that will be reviewed by an advisory committee that includes Vice Chair Kears and Ms. Perry. Because aspects of the project are congruent with portions of the State Commission's Special Needs Project, the two efforts will be able to join in their focus on improving local practice and changing policy at state and potentially federal levels.

- Ms. Novick welcomed everyone to visit the Association's Web site at www.f5ac.org that not only provides access to county commission Web sites, but resources and programs underway at the county commission level as well.

DISCUSSION: With a third of the Assembly terming out, Commissioner Attore expressed the importance of working collaboratively and increasing efforts, especially at the local level, to inform and educate the Legislature and their staff on the importance and successful outcomes of First 5.

Commissioner Tsakopoulos-Kounalakis asked about the trailer bill language and its relationship to county commission fund balances. Ms. Novick responded that the significance of the trailer bill language had not yet been assessed and the language applied to funds only in the state trust fund. County fund balances continue to require an explanation so that the Legislature and other stakeholders understand how commissions budget for multi-year initiatives, an area the Association is working on in preparation for 2009.

PUBLIC COMMENT: None.

Agenda Item 4 – Committee Reports

4a – Research and Evaluation

Stacie Sormano, Deputy Director of Research and Evaluation, reported that the Research and Evaluation Committee met to discuss and obtain input on the Draft Information Technology Request for Proposal, and the Evaluation Framework Agenda Item. Commissioners were briefed on the proposal process, were provided an overview of next steps, and were given answers to any questions they had.

PUBLIC COMMENT: None.

4b – Program Committee

Sarah Neville-Morgan, Deputy Director of Program Management, reported that the Program Committee met to discuss Project Legacy. The Program Committee provided valuable feedback that was incorporated into the final agenda item. The Program Committee also met to discuss the Annual Statewide Conference, where committee members made a strong endorsement to move forward with the agenda item.

PUBLIC COMMENT: None.

Agenda Item 5 – Legislative Update

Marsha Jones, Chief of Legislative and Governmental Affairs, provided a brief update on state legislation and reviewed the status of the budget process, which was continually changing and remained unresolved at the time of the meeting.

The Tax Acceleration Collection Trailer bill is pending enrollment and AB 1781, the State's 2008-09 Budget Bill, was sent to the Governor on September 16, 2008. The Budget Bill failed to include all of the budget reforms requested by the Governor. As a result, the Governor has threatened to veto the Budget Bill in addition to more than 800 legislative bills currently on his desk, including Commission-supported bills.

Ms. Jones applauded Ms. Perry for her exemplary efforts to explain First 5 California programs and its overall fiscal picture to legislative leadership during the course of the

year. First 5 California is very complimentary of county commissions and the work being done toward the First 5 movement. First 5 has expressed that support in meetings with legislative members and their staff.

Ms. Jones announced that the Legislature recently voted on AB 1389, a budget trailer bill that would allow the State to count Proposition 10 and Proposition 63 funds as collateral for daily cash flow purposes. Senator Darrell Steinberg, who supported Proposition 63, the Mental Health Initiative, voted in support of AB 1389, as the intent of the bill was not to obtain funds from either proposition, but rather to support a seamless credit rating for the state in an effort to be supportive in a very dire fiscal situation. First 5's Legal Counsel is reviewing the language, while she continues to talk with legislative staff to determine its potential impact.

AB 88, one of the budget trailer bills included legislative intent language that would utilize \$5 million of First 5 funds for the Early Start program, administered by the Department of Developmental Services. This is similar to other bills that First 5 is named in where other departments may come to First 5 as a potential funding source if it fits the criteria in First 5's Strategic Plan.

DISCUSSION: Commissioner Attore supported finding ways that First 5 can be of help to the state without harming the mission of Proposition 10. He said it remains critical that First 5 State and Association staff work closely to share information as it is gleaned. In addition, he reminded commissioners to share anything they learn from their legislative contacts with Ms. Perry.

Kim Gauthier, Chief Counsel for First 5 California, stated that the language in the trailer bill (AB 1389) specifically references two government code sections. If the Governor or the Controller determines that there are insufficient funds, it gives them authority to go to the Pooled Money Investment Board and/or to make an independent determination that they should borrow those funds. The language itself does not necessarily speak to the intent and purpose of the language as reported by Ms. Jones.

Vice Chair Kears reminded the Commission that the promise of Proposition 10 is not what can be accomplished with the funds it has, but rather what it can accomplish by leveraging other funding sources and creating partnerships across the board. If First 5 does not partner or leverage, then it is limited to what can be achieved with the funds it has. The value is what can be generated through partnerships, leveraging and bringing value to the table. Vice Chair Kears expressed the importance of Proposition 10 as it has such a broad promise and commitment for real systems change.

Commissioner Tsakopoulos-Kounalakis said that First 5 faces the same issue as policymakers in the Capitol who are being forced to make cuts in the budget. She emphasized all First 5 commissions to ask whether they should re-think financial commitments, given the deepening needs in their communities. She encouraged state and county commissions to take a close look at important programs that are being cut by the state that serve children 0 to 5 and determine whether those services are more important than services First 5 has already budgeted for.

Commissioner Munger asked Ms. Gauthier to comment on the requirements of Proposition 10 regarding non-supplantation. Ms. Gauthier reminded the Commission of the Attorney General's legal opinion that commissions cannot supplant state or local general fund moneys and that funds must be used to supplement existing levels of services. She noted that if a program is cut, a commission can later fund it, but they cannot plan to pick up a currently funded program.

Commissioner Dartis expressed concern on the issue of supplantation in regards to trailer bill language around the borrowing authority. She stated that resources being used for cash flow purposes as a secondary source is not the addition of something new and unique, it is a cash flow on general fund obligations. Ms. Gauthier noted that she would be looking at the legality of the trailer bill language.

Commissioner Munger said, given the restrictions, it is important to note the good record and leadership of Ms. Perry, who identified ways to be of help during the budget crisis, including making \$20 million available to support a statewide children's health program.

PUBLIC COMMENT: None.

Agenda Item 6 – Fiscal Year-End Summary

Terry Miller, Chief of Administration, provided an update on the year-end adjustments to First 5 California's 2007-08 fiscal records to support the planned January 2009 discussion on fiscal accounts, commitments and spending patterns.

The State Commission authorizes funding, often for multi-year programs, based on projected tax revenues. First 5's fiscal staff strives to secure data to minimize the gap between projected revenue and actual revenues.

June 30 marked the end of FY 2007-08. During July and August 2008, First 5 reconciled prior year fiscal records in order to prepare for its annual audit. In addition, First 5 confirms actual revenue and expenditures and makes adjustments to its spending plan to reflect changes that occurred in the prior year.

Ms. Miller provided a high level picture of actual revenues received by First 5 California for Fiscal Years 2007-06 and 2007-08, including the Department of Finance revenue projections for Fiscal Years 2008-09 through 2011-12, which First 5 is now using in the development of its spending plan. She also provided a summary of year-end actual revenues, interest and expenditures, along with the projected fund condition for Fiscal Years 2008-09 and 2009-10.

First 5 consistently includes prior year actuals along with projected revenue and expenditures to provide a basis for comparison between prior year and future year spending.

Based on the projections by the Department of Finance, revenues will rise slightly in 2008-09, likely due to increased tobacco tax enforcement, but then will continue to decline by approximately 3% per year through 2011-12.

Ms. Miller announced that at the January meeting, staff will request the Commission to adopt fiscal management policies, including the amount the Commission may hold in its reserve. Staff will also provide the Commission with a revenue report on all First 5 accounts, adjusted revenue projections, and an updated summary spending plan.

DISCUSSION: Commissioner Munger asked how staff will manage an increase in expenditures that will nearly double this year. Ms. Miller stated that increased expenditures will not necessarily affect staffing levels as many of the current year expenditures, including *Sid the Science Kid* and the advertising contract, were staffed but did not require payment last year. Ms. Miller explained that projected expenditures reflect commitment obligations; actual amounts are likely to be somewhat lower, with unexpended portions rolling over into the next year.

Commissioners Minon and Attore requested a chart for the January meeting that shows the last 5 years of projected and actual expenditures.

PUBLIC COMMENT: None.

Agenda Item 7 – Evaluation Framework Update

Stacie Sormano, Deputy Director of Research and Evaluation, reported on progress to date on the implementation of the First 5 California Evaluation Framework.

The Evaluation Framework is a comprehensive, integrated approach to meet the research and evaluation needs of the First 5 community by providing support for annual reporting, program evaluation and policy research. Upon full implementation of the Framework, all parties interested in early childhood development will have user-friendly access to accurate, timely information related to children ages 0 to 5.

To implement this framework, last year First 5 recommended hiring multiple contractors to perform six specific functions related to annual reporting, literature, information technology (IT), policy, local evaluation, and individual studies. First 5 built the implementation plan using a phased approach to incorporate its need to meet statutory deadlines, leverage existing contractual relationships and follow logical steps to ensure each new contractor can build on the expertise of the existing contractors.

In July 2007, staff secured the first contractor necessary to implement the Framework, the Institute for Social Research. This contractor helped First 5 meet its annual statutory deadline for publishing the First 5 Annual Report.

The Commission approved a streamlined 2006-07 First 5 Annual Report in January 2008 reflecting new reporting requirements specified in the Framework that focused on providing a concise overview of First 5 services, expenditures and outcomes.

In August 2007, staff secured a contractor for the second function of the Framework by extending First 5's contract with the California State Library to identify recent state and national studies related to the development of children ages 0 to 5. This information provides the foundation for First 5's reference library, which will be part of the new data system being built to support the Framework.

In April 2008, Eclipse Solutions was hired to help develop a RFP to secure a contractor to develop First 5's data system. The Department of General Services (DGS) is facilitating the procurement and reviewing all documents for compliance with state laws, rules and regulations. First 5 completed a draft RFP, which is under review at DGS. If DGS meets its timeline, First 5 staff anticipates releasing the RFP in October 2008. Draft proposals will be reviewed in January 2009, and final proposals and bids in February, with an anticipated award date of March 2009.

After First 5 releases the RFP, vendors will be secured to provide independent oversight of the IT system implementation.

First 5 completed negotiations with its policy contractor responsible for facilitating the development of a research agenda. The agenda will articulate research and evaluation questions and priorities to support First 5 California's policy direction. It is anticipated that work with this contractor will begin in November.

First 5 staff will follow the implementation of the policy contract with the local evaluation function. This function includes identifying and disseminating best practices, proposing ways to leverage evaluation opportunities across counties and providing the counties with evaluation technical assistance. First 5 identified several entities interested in acting as our local evaluation contractor. Negotiations begin in November with the goal of having a local evaluation contractor in place in early 2009.

To complete the Framework, individual contractors will be hired for the priority research and evaluation studies identified in the First 5 California research agenda.

PUBLIC COMMENT: None.

Agenda Item 8 – Project Legacy Process

Ms. Perry provided an introduction to the Project Legacy Process:

- The Strategic Plan adopted by the Commission in November 2007 calls for a legacy program assessment workgroup to develop criteria to assess the ongoing viability of programs prior to the implementation of the plan, as outlined in Objective 2.1.1. In July 2008, the Commission received the first progress report on the Strategic Plan that revealed 8 of the 48 objectives had been met. The Commission will receive another update on the Strategic Plan in January 2009.
- When Objective 2.1.1 was originally developed, it reflected a retrospective review of First 5 programs. It has become clear to staff and the Program Committee that the question is, "With declining revenues, how do we leverage what we have learned to go forward with effective, evidence-based programs that include continuous quality improvement?"
- While working on the plan, First 5 did not fully comprehend or anticipate what the objective could also do for First 5. Ms. Perry noted that the term "legacy" should refer to what the Commission wants to leave behind for the State of California. This prompted a dual objective within the one objective that asked the questions: what have we done well and what do we do next?
- Ms. Perry stated that Objective 2.1.1 is an embodiment of almost everything First 5 needs to be about in moving forward in the decision-making structure. The

process First 5 employs in developing criteria is critically important to help commissioners make informed decisions.

- This Project is necessary as First 5 has declining levels of revenue. In addition to declining revenue, First 5 has to leverage best practices and results found to be effective. It is crucial to have evidence based practices, create impacts for children 0 to 5 and be committed to continuous quality improvement. A process must be in place for First 5 to reach this goal and this presentation is a way to share with the commission how First 5 plans to tackle such a big objective.

Sarah Neville-Morgan, Deputy Director of Program Management, and Stacie Sormano, Deputy Director of Research and Evaluation, provided an update on and requested commission approval of the proposed Project Legacy Process or First 5's "Roadmap to the Future" and the Project Legacy Workgroup categories.

Project Legacy Process

In May 2008, First 5 hired the Center for Collaborative Policy (Center) to assist staff in meeting Objective 2.1.1 of the Strategic Plan.

First 5 took a more comprehensive look at what it wanted to accomplish. As a result, the proposed project legacy process was developed to meet the following four goals:

1. Build a future legacy for First 5 California
2. Attract "the best of the best" in the early childhood field for the Workgroup
3. Leverage lessons learned to improve the way First 5 does business
4. Leverage the collective knowledge of experts in the field to help First 5 meet as many strategic objectives as possible, providing full Strategic Plan integration

The proposed process integrates research, evaluation and program development, creating a comprehensive process to help First 5 meet eight Strategic Plan objectives.

The first step in this process is to set the overall policy direction for Project Legacy and the Legacy Workgroup by approving the process and membership categories.

Criteria must reflect First 5 California's Mission and its Guiding Principles, as well as include the following minimum provisions to:

- Address the specific needs of California children and their families to close the school readiness gap
- Emphasize comprehensive, collaborative and integrated programs and services
- Focus on evidence-based and promising practices, and
- Leverage lessons learned from past First 5 California programs

In addition, the criteria must provide collaboration with public and private partners, include an evaluation component to assess outcomes supporting sustainability, maximize impact to leverage public support of policy development and promote systemic change.

First 5 staff and contractors will develop educational materials for the Legacy Workgroup, including a California specific needs assessment, an analysis of trends, identification of best and promising practices and lessons gleaned from existing First 5 programs.

The development of the educational materials also allows First 5 to meet other strategic objectives. The needs assessment will help First 5 meet Objective 4.3.3, which is to issue an annual report that includes trends, program outcomes and policy recommendations.

At the same time educational materials are being created for the Workgroup, First 5 will schedule the Legacy Workgroup meetings and invite early childhood experts to participate in the development of the criteria.

After the Workgroup develops draft criteria, First 5 will provide an opportunity for public comment at meetings held in Northern, Central, and Southern California. The criteria will be presented to the Commission and, upon approval, the Workgroup will have laid the foundation for future First 5 Signature Programs and Pilot Projects.

In addition, First 5 will have met the following three strategic objectives:

1. Objective 2.1.1: Convene a First 5 California legacy programs assessment workgroup to develop criteria for assessing the ongoing viability of programs implemented prior to January 1, 2008
2. Objective 2.1.2: Convene a First 5 California legacy programs assessment workgroup to develop criteria for improving the programs implemented prior to January 1, 2008
3. Objective 2.2.1: Research and recommend innovative pilot projects such as increasing quality preschool spaces, Children's Zones, Educare sites and school-based health centers

In order to apply the criteria to design First 5 Legacy Programs, staff will:

- Secure the assistance of appropriate contractors to help design "best-in-class" signature programs and cutting edge Pilot Projects consistent with the Commission adopted criteria
- Build rigorous continuous improvement and outcome evaluation components into the program design so that all funding partners are clear about our expectations before they request funding, and
- Solicit input from Legacy Workgroup members on the draft program designs to ensure consistency with the criteria

First 5 will commission studies to identify culturally appropriate best practices for assessing and impacting the needs of children 0 to 5 and incorporate those findings into the new program designs. These studies will help First 5 meet two strategic objectives:

1. Objective 4.2.1: Conduct a study to identify culturally appropriate best practices for assessing the needs of children 0 to 5, and
2. Objective 4.2.2: Conduct a study to identify culturally appropriate best practices for impacting the needs of children 0 to 5

In addition, at the completion of this step in the Project Legacy process, First 5 will have also met Objective 2.2.2: Develop implementation models for viable pilot projects.

The next step in the process is for the Commission to approve funds in support of the new Signature Programs and Pilot Projects. In preparing recommendations for the Commission to approve funding, staff will:

- Develop an implementation timeline providing adequate time to coordinate resources with our funding partners
- Estimate the level of funding necessary to support the programs, considering both short-term and long-term costs
- Evaluate the availability of First 5 funds and our expected level of funding from partners, and
- Develop a funding proposal based on all fiscal components

Upon Commission approval, First 5 will release funds and begin entering into contractual agreements with funding partners. During the implementation phase as programs ramp-up and begin to provide services, First 5 will collect data to support continual process improvement. It is anticipated that program components will be in place by July 2011.

The collection of outcome data related to signature objectives will assist First 5 in meeting its final strategic objective:

- Objective 4.2.3: Initiate a longitudinal study of First 5 California-funded programs to evaluate the impact of those programs on the well-being of children

Evaluation Workgroup Categories

First 5 California's Project Legacy Workgroup membership will consist of a broad and diverse array of approximately 40 stakeholders who will leverage their knowledge to develop criteria and program elements for future programs. This includes regional and national representatives who reflect the diversity of California and may represent more than one category. Stakeholders will also have expertise in cultural and linguistic diversity as well as in special needs and inclusion. Workgroup members will represent:

- First 5 California Commissioners
- First 5 California Staff
- First 5 County Commissions
- Elected Representatives (State and Local Levels)
- State Agencies (California Health and Human Services Agency and the California Department of Education)
- Development, Program and Science
- Evaluation/Systems
- Early Childhood Education Programs
- Early Childhood Health
- K-12 Education
- Higher Education
- Advocates – California and National
- Philanthropy
- Business Community and Economic Interests
- Facilities and Community Development

MOTION/ACTION: Commissioner Munger moved that the commission approve the First 5 California Project Legacy Description and Project Legacy Workgroup Categories. The motion was seconded by Commissioner Minon.

DISCUSSION: Commissioner Dartis commended the staff for creating a fresh slate from which to plan and asked how existing research and evaluation will be used so resources are not spent unnecessarily. Ms. Perry said workgroup members will contribute their expertise to ensure the process benefits from what is already known.

Commissioner Dartis asked how First 5 will ensure a balance between a strategic focus and flexibility to respond to crises or opportunities. Ms. Perry said pilot projects will address this need and permit the Commission to be nimble and responsive.

Commissioner Attore expressed concern that the process would result in another report that would sit on people's shelves. Ms. Perry said this is not about issuing a report; the criteria will be a tool for the Commission's decision-making regarding future programs, policy, and communications.

Commissioner Tsakopoulos-Kounalakis expressed concern about the cost of the process that the Commission was being asked to approve. Ms. Perry explained that the contractor assisting with the process cost \$150,000, and that much of the work is being absorbed by staff. Aspects of the process will be undertaken as part of the Center for Results, which was separately funded.

Commissioner Minon and Vice Chair Kears noted that it is likely to become more expensive, and Ms. Perry agreed that if the scope of work needs to be expanded, staff will come back to the Commission. She noted, however, that expenditures of \$150,000 or less can be made under her authority without Commission action.

Vice Chair Kears suggested that staff keep the Commission informed of significant expenditures from funds previously allocated, while Commissioner Dartis said it was also important to remember that this work is part of the continuum of implementing the Strategic Plan, and staff needs to be able to move forward.

PUBLIC COMMENT: Jennie Tasheff (Sonoma County) commented that the Commission's process is what County Commissions have to do as well, given declining revenues. County Commissions understand how challenging it is to focus and deepen investments and are grateful to the State Commission for stepping forward.

VOTE: The motion was approved by a majority vote of the members present. Commissioner Tsakopoulos-Kounalakis abstained from voting.

Agenda Item 9 – Funding Approval for Statewide Conference

Sarah Neville-Morgan, Deputy Director of Program Management, requested Commission approval to fund the First 5 California Annual Statewide Conference and Pre-Conference Institute for 2010 and 2011.

The fiscal investment in the Statewide Conference creates an important 0 to 5 knowledge-building forum. It provides an effective and efficient strategy for the State Commission to meet its statutory requirement to provide technical assistance in early childhood development. It serves as a two-way conduit for information about all

programs and issues that have a major impact on children 0 to 5 in California and their families. It also supports multiple aspects of First 5's Strategic Plan.

The last conference agenda item was approved previously in October 2005 for up to \$300,000 per year for the conference item. The current request covers the 2010 and 2011 conferences in an amount up to \$700,000 to cover that time period. This represents an annual funding increase of approximately 10% each year, which is based on four main areas:

1. Improved Planning and Logistics

Staff requested funding for more than one fiscal year at a time in order to improve the conference logistics and planning processes. This includes securing larger venues to accommodate a larger audience plus identifying and signing high-caliber keynote speakers.

2. Conference Locations

The location of the conference site impacts conference costs. For example, the 2009 Statewide Conference will be held in northern California. There are increased costs associated with northern California locations because there are fewer conference facilities available to accommodate more than 800 attendees.

3. Increased Conference Scope and Quality

First 5 California has funded a Statewide Annual Conference since 1999. The attendance of the conference continues to increase. In 2007, 580 participants attended the conference and 800 people attended in 2008, a 40% increase resulting in increased costs. As First 5 becomes the "unequivocal voice" for the 0 to 5 population, it is expected that the Statewide Conference will increase in scope, quality, and importance.

Part of the projected increase reflects the broader and national interest in First 5's mission and the incorporation of the CARES Conference within the Statewide Conference. In the past, the First 5 CARES Conference was administered as a separate conference. In 2008, the CARES Conference attracted 200 participants and cost approximately \$66,000. Beginning in 2009 and thereafter, First 5 will combine CARES, which addresses early learning and workforce development issues, into the Statewide Conference. These issues will be covered at the Pre-Conference Institute and as a strand during the main conference. In addition, combining CARES with the Statewide Conference provides a more coordinated approach to reduce travel and other costs for stakeholders who attend both events.

4. Industry Cost Increases

This increase is required to cover annual rising costs in the areas of personnel, materials, audio visual, conference facilities, travel and per diem. Improved conference attendance and caliber of speakers creates rising costs from amplified needs, such as a larger venue, additional workshops and meeting rooms, increases in audio visual equipment, keynote speaker fees and travel, materials and supplies, and logistic contractor's personnel.

The Statewide Conference is paid from two fund sources: contract dollars and revenues. Contract dollars is First 5 California's funding source, while revenues come from exhibitor fees and registration. The registration costs are used to cover the costs for food and other items that cannot be paid for with state funds. State funds are focused on program development, logistics, site, registration and coordination, and keynote speakers.

MOTION/ACTION: Commissioner Attore moved that the Commission approve funding up to \$700,000 for the First 5 California Annual Statewide Conference and Pre-Conference Institute for 2010 and 2011. The \$700,000 represents the maximum amount of First 5 California funds authorized for this purpose and does not include revenue collected to support this effort. The period of authorization for this funding is from January 1, 2009, to October 31, 2011. The motion was seconded by Commissioner Dartis.

PUBLIC COMMENT: None

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 10 – Consent Calendar

The Commission considered approval of the consent agenda items:

- The July 17, 2008, Commission Meeting Minutes
- Cancellation of the November 2008 Commission Meeting
- Ratifications of the following agreements: CCFC 7101, 7108, 7121, 7122, 7123, 7124, CFF 4566

MOTION/ACTION: Commission Minon moved that the Commission approve the consent calendar. The motion was seconded by Commissioner Munger.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a majority vote of the members present. Commissioner Tsakopoulos-Kounalakis abstained from voting.

Agenda Item 11 – Adjournment

Vice Chair Kears announced the adjournment of the Commission Meeting.

The next scheduled Commission Meeting is January 28, 2009, in Sacramento.